

Dear CHIP Supporters,

On Jan. 1, 2010, the 21-Day Vegan Kickstart Program will help more than 100,000 people begin a healthy vegan diet. Please forward this message to every one on your email list, so they can join this monumental, life-changing event, benefiting their health, the animals, and the environment.

The Kickstart is a free, noncommercial program, open to all organizations and individuals. Set up by PCRM, the Kickstart program gives participants menus, recipes, nutrition Webcasts, and daily encouraging messages from health authorities and Hollywood celebrities.

- *Encouragement and lifesaving information from Dean Ornish, MD, Alicia Silverstone, four-time NBA champion John Salley, Oprah's chef Tal Ronnen, T. Colin Campbell, Rip Esselstyn, and many more.*
- *Daily e-tips that put Kickstart participants on the path to weight loss, better health, and greater well-being. A 21-day meal plan with easy and delicious recipes sent every day that will help participants break cravings for unhealthy foods.*
- *Weekly motivational nutrition webcasts*
- *Social support from other Kickstart participants through a community forum where nutrition professionals answer health and diet questions*
- *An interactive vegan restaurant guide*
- *Working with Twitter, you can "Tweet What You Eat!"*

Register for the Kickstart today at www.your21daykickstart.org.

Aiming to make the world healthier and more compassionate,

Neal Barnard, M.D.

President, Physicians Committee for Responsible Medicine